

Appn. Number 09/593,993 (Shkedi) GAU 3629 Amnt. C contd.

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REMARKS

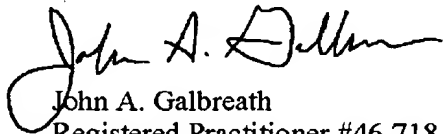
In the 6/9/04 interview, Applicant and Examiner agreed that the above claim amendments distinguish the invention over the proposed combination of Katz '513 and Goldhaber '008, because the amendments further define the user as an entity who owns or represents a right to *multiple profiles*. Katz nor Goldhaber are both directed to users who are consumers, and who thus own their own profile but not those of others. Therefore, a combination of Katz and Goldhaber would not exhibit the claimed features.

Finally, since independent Claims 1 and 11-13 now define patentably over the prior art, dependent claims 2-10 also define patentably.

CONCLUSION

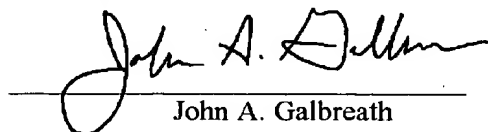
For all of the above reasons, Applicant submits that the claims are now in proper form, and that the claims all define patentably over the prior art. Therefore Applicant submits that this application is now in condition for allowance, which action they respectfully solicit.

Very respectfully,


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Certificate of Fax Transmission: I certify that on the date below, this document and referenced attachments, if any, was faxed to the U.S. Patent Office at 703-872-9306.

2 July 2004


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